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Commissioner for Patents Washington, D.C. 20231 on April 11, 2003

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Technology Center 2100

Our Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Charles McElfresh et al.)
Serial No.: 09/285,929) Examiner: Stephen S. Hon
Filing Date: April 2, 1999) Group Art Unit No.: 2178
For: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEBPAGE))))

AMENDMENT AND RESPONSE

Commissioner for Patents Washington, D.C. 20231

Dear Sir:

This paper is timely filed on April 11, 2003 in response to the non-final Office

06/09/2003 WHEREDIT 00000003 231925 09205929

Action dated January 15, 2003. Applicants respectfully request reconsideration of the

684.00 CH

application of the amendment and remarks provided below.